- SNC DIES AS TURNER MAKES $25 MILLION BUYOUT
- GWSC in turmoil: Division president exits company
- Nashville net sales go to Group W Television
- Reaction from ops, analysts, Madison Avenue

CableVision

The news and features weekly of the ...vision ... October 24, 1983 $3.00

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...topping the pirates' free ride

PLUS Scrambling: Standing by

CableVision October 24, 1983. Volume 9, Number 8

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Turner buys SNC

In what is being perceived as a classic case of "the little guy" besting two corporate giants, Ted Turner last week bought out Group W Satellite Communications' Satellite News Channel. The $25 million deal ends legal wrangling between Turner and Group W, and signals the end of GWSC as a viable enterprise. GWSC President Jonathan Hayes has left the company. **Leading the week, pages 18-24.**

Cable progresses in France

The French boast of their progress in cabling their nation at the recent VIDCOM conference in Cannes. **Leading the week, pages 18-24.**

Alternative bills prepared

Other cable legislation is being prepared in the wake of the introduction of H.R. 4103, the House companion bill to S. 66. **Leading the week, pages 18-24.**

Oak turns over STVs

In the face of declining subscribership, Oak Industries has turned over the management and programming responsibilities for its STV operations to a Los Angeles-based publisher. **Leading the week, pages 18-24.**

SMATV inroads in Austin

Austin, Texas' topography and two-story height limit prove more than amenable to CARS as a local SMATV owner employs the FCC-approved technology to encroach on ground that once belonged to city's cable system. The SMATV firm attributes its success to a marketing campaign that appeals to well-to-do young people who comprise the bulk of city's apartment population. **Page 25.**

Well-packaged comedy

Given half a chance, the bold and offbeat comedy series *Likely Stories* could attract a loyal and sizable following. Equipped with an occasional topical or socio-political thrust, the series transcends the boundaries ascribed other contemporary comedies that tend to fixate on pop culture. **Page 26.**

Pursuing the urban market

Contrary to the emerging trend involving the withdrawal of cable companies from large urban franchises, Cablevision Systems surges forward, in a vigorous pursuit of urban markets. Cablevision Systems' Chairman Charles Dolan explains at a recent Women In Cable conference why large urban centers represent a potential and, as-of-yet, untapped gold mine. **Page 43.**

Soft ad interconnect

Ever since its inception in July 1982, Cable AdNet, a cable advertising interconnect company operating in Pennsylvania, has enjoyed rapid growth and prosperity. The company expects 1984 projections to exceed $3 million. **Page 50.**

About the cover

This week's *CableVision Plus* examines the methods that systems are using to stop pirates from sailing off with their profits. Cover illustration by Joe Hinds.

This week in PLUS

The battle against the signal thieves is gathering speed. Operators now are using amnesty programs—often heavily marketed—in conjunction with prosecutions to add weight to their words. If these approaches work as well as the systems are hoping they will, piracy should slack off dramatically. Cox Cable of San Diego has used humorous radio commercials to drive its message home. Other systems are using mailings and newspaper ads to make their stance on theft clear. And the stricter laws in some states are helping operators promote crackdown campaigns. . . . To stop the off-air thieves, the weapon is signal scrambling. *Plus* looks at where each major programmer stands on the issue. Everything seems to be ready—almost, but actual signal scrambling is still in a sort of limbo, waiting for next year's tentative launch dates. Pages 27-50.

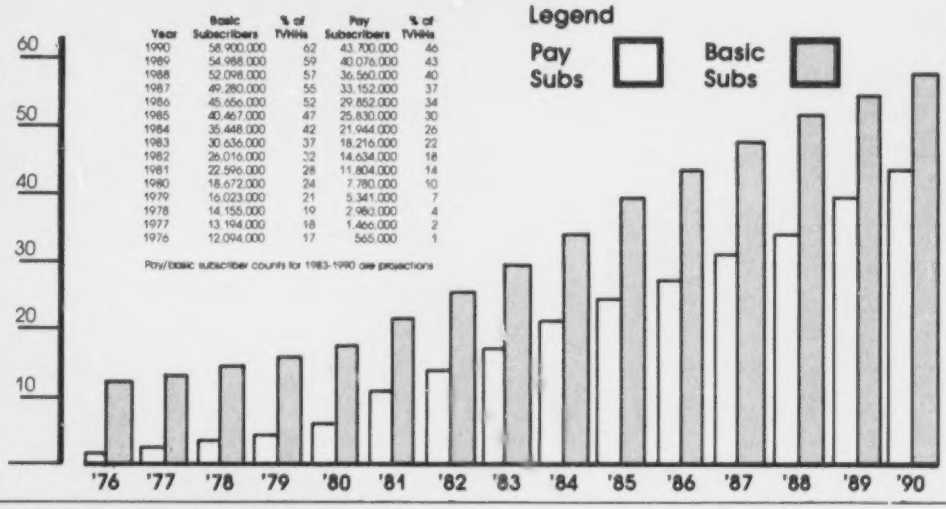
Cable stats

Source: ICR, Cable Information Service—a Titsch Communications division.

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,960,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1983-1990 are projections



Cable barometer

Television households (TVHH) 83,300,000
Homes passed by cable (HP) . 52,333,336
Percent of TVHH passed by cable 62.7%
Basic cable subscribers . 29,060,756
Percent of TVHH with basic cable 34.5%
Pay cable subs 17,308,666
Percent of TVHH with pay cable 20.5%
Percent of HP with pay cable 33.1%
Percent of basic subs with pay cable .. 59.6%

Figures are as of Aug. 31, 1983.
The percent of TVHH with basic cable as of 5/31/83 should have read 34.4%.

Satellite lineup

Satcom III-R (RCA Americom)

	Transponder
ACSN—The Learning Channel	16
AP News Cable	6
ARTS (Hearst/ABC)	1
Bonneville's Easy Listening (audio)*	3
C-SPAN	19
Cable Health Network	17
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Daytime (Hearst/ABC)	22
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Lifestyle (United Video/audio service)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon	1
PTL	2
Quotrader (text)*	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Spotlight	4
Showtime (East)	12
(West)	10
UPI Cable News (text)	6
UPI Customized Cable News (text)	4
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)

	Transponder
American Network	19
Biznet (Viacom)	15
Bravo (ESPN)	2
ESPN (West)	6
Financial News Network (CBS)	2
Home Sports Entertainment-Dallas	4
Home Sports Entertainment-Houston	11
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
QUBE (Warner Amex)	11
SCAN	3
SPN	3
Time Teletext (HBO/text)	18
Trinity	17

Satcom V—Launched 4th quarter 1982; no cable.
Satcom I-R—Launched April 7, 1983; no national programming services.
Satcom II-R—Launched Sept. 8, 1983; no cable.

Westar IV (Western Union)

	Transponder
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)

	Transponder
The American Network	10X
AmSat/DCM	7D
ARTS (Hearst/ABC)	12D
BET	12X
Daytime (Hearst/ABC)	12D
The Disney Channel (Wold Communications)	5X, 6X
Dow Jones	2X, 3X
Group W Satellite Corp.	11D, 12D
Madison Square Garden (Hughes TV Network)	1D
Nashville Network (Group W)	9D
Satellite News Channel (Group W)	8D
Incoming Feeds	9X
Regional Feeds	4X, 8X
National Feeds	6D
SelecTV (Wold Communications)	3D
Spotlight (West)	11D
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)

	Transponder
Country Music Television	9H
ESPN	7V
ON TV	4V, 5V

Galaxy I (Hughes Communications)

	Transponder
GalaVision (SIN)	20
HBO	1,3,17,21,23
SIN	6
Times Mirror	5,10
Turner Broadcasting	7,18
Viacom	14,16
Westinghouse	2,8,12,22

Galaxy II—Launched Sept. 22, 1983; no cable.
Galaxy III—Projected launch Summer 1984, 24 transponders, 4/6 GHz.

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz, 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½).
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz, 6 transponders 12/14 GHz.
Spacenet III—Presently being built.

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: ICR, Cable Information Service—a Titsch Communications division.

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.[1]	2,500,000	(9/83)
2.	American Television and Communications Corp.	2,248,525	
3.	Group W Cable	1,812,000	(7/83)
4.	Cox Cable Communications Inc.	1,400,000	(9/83)
5.	Warner Amex Cable	1,340,294	(7/83)
6.	Storer Cable	1,288,873	(7/83)
7.	Times Mirror Cable Television	844,600	
8.	Newhouse Broadcasting[2]	751,625	
9.	Continental Cablevision	696,000	(8/83)
10.	Viacom Cablevision	692,981	(9/83)
11.	United Cable Television Corp.	579,000	(6/83)
12.	Sammons Communications Inc.	554,488	(7/83)
13.	Rogers Cablesystems	461,899	(8/83)
14.	TeleCable Corp.	360,091	
15.	Cablevision Systems Development	350,000	(8/83)
16.	Heritage Communications	342,377	
17.	UA Cablesystems Inc.	327,000	(9/83)
18.	Capital Cities Cable Inc.	314,283	(11/82)
19.	General Electric Cablevision	314,000	
20.	Comcast Cable Communications	304,000	
21.	Tele-Media	260,000	(7/83)
22.	Wometco Communications	246,609	
23.	Jones Intercable Inc.	237,330	
24.	Daniels & Associates Inc.	229,278	(7/83)
25.	TCA Group	222,512	
26.	Maclean Hunter Cable TV Ltd.	215,667	(7/83)
27.	Centel Cable Television	213,072	(9/83)
28.	Multimedia Cablevision Inc.[3]	212,085	
29.	Century Communications Corp.	198,000	
30.	Service Electric Cable TV Inc.	189,500	
31.	Colony Communications Inc.	177,854	(8/83)
32.	Prime Cable Corp.	150,062	(9/83)
33.	Rollins Cable Vue Inc.	143,100	(5/83)
34.	Western Communications	142,464	(8/83)
35.	Cablentertainment Inc.	141,491	(7/83)
36.	Tribune Cable Communications	141,085	(9/83)
37.	McDonald Group	139,585	
38.	Cable America	129,761	
39.	Sutton Capital Group[4]	120,514	(3/83)
40.	Communications Service Inc.	120,371	(3/83)
41.	Harron Communications Corp.	115,669	(9/83)
42.	Cable Vision Industries	114,884	(7/83)
43.	Midwest Video Corp.	114,615	(12/81)
44.	Adams-Russell Telecommunications	110,208	(7/83)
45.	Midcontinent Cable Systems[5]	104,340	(8/83)
46.	McCaw Communications	102,200	(7/83)
47.	American Cablesystems Inc.	102,160	
48.	Buckeye Cablevision	105,154	(9/82)
49.	Adelphia Communications	98,371	(7/83)
50.	Communications Systems Inc.	94,599	(8/83)
51.	Armstrong Utilities	90,111	(8/83)
52.	Harris Cable Corp.	87,800	
53.	Falcon Communications	85,000	(7/83)
54.	Multi-Channel TV Cable Co.	84,000	(8/83)
55.	Televents Inc.	81,100	(8/83)
56.	Summit Communications	77,552	(7/83)
57.	Ultracom Inc.	77,000	(8/83)
58.	King Videocable Co.	75,852	(7/83)
59.	US Cable Corp.	75,000	
60.	McClatchy Newspapers	74,197	(8/83)
61.	National Telecommunications Co.	73,755	(9/83)
62.	Palmer Communications Inc.	73,400	(9/83)
63.	Greater Media	73,191	(7/83)
64.	Perry Cable TV Corp.	70,318	(8/83)
65.	The Essex Group	70,124	
66.	WEHCO Video Inc.	69,718	(8/83)
67.	Booth Communications	66,900	(7/83)
68.	Action Corp.	65,298	(6/83)
69.	Omega Communications	65,000	(6/83)
70.	Lenfest Group	64,089	(8/83)
71.	Total TV Inc.	61,531	(5/83)
72.	Sonic Cable TV	60,603	(7/83)
73.	Consolidated Cable Systems	59,865	(9/83)
74.	Pencor Services Inc.	56,488	
75.	Wabash Cablevision	53,650	(7/83)
76.	Clear TV Cable Corp.	53,387	(7/83)
77.	Marsh Media	53,149	(8/83)
78.	The Daily Press	49,000	(7/83)
79.	Omni-Cable TV Corp.	48,768	(8/83)
80.	Selkirk Communications	46,888	(9/83)
81.	Susquehanna Broadcasting	45,565	(8/83)
82.	Phoenix Communications	43,500	(8/83)
83.	Heilicon Corp.	42,146	(7/83)
84.	Communicom	41,000	(7/83)
85.	Donrey Cablevision	39,400	(9/83)
86.	Matrix Enterprises	37,928	
87.	United Video Management	37,500	(9/83)
88.	Joseph Gans	37,000	
89.	Harte-Hanks Communications	36,831	(7/83)
90.	Scripps Howard Cable Services	35,000	(9/83)
91.	Simmons Communications	35,000	(8/83)
92.	Combined Cable Corp.	34,732	(7/83)
93.	National Cablesystems Inc.	34,200	(9/83)
94.	Masada Corp.	32,800	(7/83)
95.	Southern Cablevision	30,000	(4/83)
96.	Wisconsin Cablevision & Radio	29,190	
97.	United Broadcasting Co.	29,000	(8/83)
98.	MultiVision Group	28,471	(7/83)
99.	Cable Holdings Inc.	28,097	(6/83)
100.	Mid America Media	27,768	(4/83)

Note: Subscriber counts are as of 6/83 unless otherwise noted.
[1] Number is an estimate.
[2] Includes MetroVision, NewChannels, Vision Cable
[3] Includes Tar River Communications.
[4] Includes owned and partially owned systems.
[5] Includes systems owned and with controlling interest.
Source: ICR, Cable Information Service—a Titsch Communications division.

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, Calif.	Cox Cable	225,000	
2.	Woodbury (Long Island), N.Y.	Cablevision Systems	203,000	(8/83)
3.	Houston, Texas	Warner Amex	184,900	(7/83)
4.	Manhattan, N.Y.	ATC	176,700	
5.	San Antonio, Texas	Rogers Cablesystems	164,531	(8/83)
6.	West Orange, N.J.	Maclean Hunter	152,148	(7/83)
7.	Wayne, N.J.	UA Cablesystems	124,000	(8/83)
8.	Cincinnati area, Ohio	Warner Amex	110,500	(7/83)
9.	Tulsa, Okla.	United Cable	108,673	(8/83)
10.	Audubon, N.J.	NYT Cable	105,690	(7/83)
11.	Rochester, N.Y.	ATC	101,775	
12.	Erie County, N.Y.	Prime Cable	100,405	(7/83)
13.	San Jose, Calif.	Gill Industries	98,500	(8/83)
14.	Baltimore County, Md.	Cultec Cablevision	92,337	(7/83)
15.	Austin, Texas	ATC	92,250	
16.	Tidewater, Va.	Cox Cable	91,393	(12/82)
17.	Honolulu, Hawaii	ATC	88,325	
18.	Central Islip (Long Island), N.Y.	Viacom Cablevision	87,817	(9/83)
19.	Seattle, Wash.	Group W Cable	87,618	
20.	Orlando, Fla.	ATC	87,000	
21.	Memphis, Tenn.	ATC	86,350	
22.	Jefferson Parish/Kenner, La.	Cox Cable	82,962	(12/82)
23.	Jacksonville, Fla.	ATC	82,375	
24.	Toledo, Ohio	Buckeye Cablevision	82,059	(5/83)
25.	Manhattan, N.Y.	Group W Cable	81,464	
26.	Grand Rapids, Mich.	General Electric	76,500	
27.	San Diego, Calif.	ATC	74,850	
28.	Wilmington, Del.	Rollins Cable	74,800	(5/83)
29.	Greater San Juan, Puerto Rico	Harris Cable	74,300	
30.	San Francisco, Calif.	Viacom Cablevision	73,069	
31.	Wichita, Kan.	Multimedia Cablevision	72,541	
32.	Dallas, Texas	Warner Amex	70,900	(7/83)
33.	Pittsburgh, Pa.	Warner Amex	69,900	(7/83)
34.	Richmond/Henrico County, Va.	Continental	69,580	(8/83)
35.	Englewood, Colo.	United Cable	69,522	(5/83)
36.	Flint, Mich.	Comcast	65,000	
37.	Baton Rouge, La.	Daniels & Associates	63,743	(7/83)
38.	Seattle, Wash.	Viacom Cablevision	63,522	
39.	South Bend, Ind.	Heritage	62,745	
40.	Melbourne, Fla.[1]	ATC	62,000	
41.	Columbus, Ohio	Warner Amex	60,200	(7/83)
42.	Buffalo, N.Y.	Cablescope	60,082	(4/83)
43.	Santa Monica, Calif.	Group W Cable	58,817	
44.	Jefferson County, Ky.	Storer	58,700	(7/83)
45.	New Orleans, La.	Cox Cable	58,462	(9/83)
46.	Louisville, Ky.	Times Mirror	57,876	
47.	Boston Complex, Mass.	Warner Amex	57,864	(7/83)
48.	Akron, Ohio	Warner Amex	57,177	(7/83)
49.	Charlotte, N.C.	ATC	57,100	
50.	Suburban Tacoma, Wash.	Cable TV of Puget Sound	57,000	(8/83)
51.	Dade/Broward Counties, Fla.	Storer	57,000	(7/83)
52.	Snohomish County, Wash.	Viacom Cablevision	56,382	
53.	Santa Barbara, Calif.	Cox Cable	56,167	(12/82)
54.	El Paso, Texas	Group W Cable	55,711	
55.	Pompano Beach, Fla.	American Video Corp.	55,565	
56.	Monterey, Calif.	Western Communications	55,483	(8/83)
57.	Kansas City, Mo.	ATC	55,275	
58.	Allentown, Pa.	Twin County Cable	55,000	(5/83)
59.	Columbus, Ohio	Coaxial Communications	54,500	
60.	Harrisburg, Pa.	Sammons	54,500	
61.	Cleveland, Ohio	Viacom Cablevision	54,457	
62.	Sarasota, Fla.	Storer	53,400	(7/83)
63.	Phoenix, Ariz.	American Cable Television	53,157	
64.	Binghamton, N.Y.	NewChannels	53,016	(8/83)
65.	St. Petersburg, Fla.	Group W Cable	52,336	
66.	Allentown, Pa.	Service Electric	51,000	
67.	Des Moines, Iowa	Heritage	50,732	(5/83)
68.	New Haven, Conn.	Storer	50,500	(7/83)
69.	Jackson, Miss.	ATC	50,425	
70.	Canton, Ohio	Warner Amex	50,423	(7/83)
71.	Hartford, Conn.	Times Mirror	50,200	
72.	San Diego County, Calif.	Times Mirror	50,067	
73.	Indianapolis, Ind.	Wabash Cablevision	50,000	(7/83)
74.	Port Arthur, Texas	Liberty	49,320	
75.	Shreveport, La.	ATC	48,700	
76.	Reading, Pa.	ATC	48,550	
77.	Charleston, S.C.	Storer	48,400	(7/83)
78.	Peoria, Ill.	General Electric	48,300	(4/83)
79.	Westchester County, N.Y.	UA Cablesystems	48,000	(8/83)
80.	Chattanooga, Tenn.	South Media	47,791	
81.	New Britain, Conn.	United Cable	47,655	(5/83)
82.	San Rafael/Marin County, Calif.	Viacom Cablevision	47,205	
83.	Atlanta, Ga.	Cable America	46,917	
84.	Bridgeport, Conn.	Southern Connecticut	46,111	
85.	Birmingham, Ala.	ATC	45,025	
86.	Albany, N.Y.	ATC	44,850	
87.	Eugene, Ore.	Group W Cable	44,598	
88.	Omaha, Neb.	Cox Cable	44,275	(12/82)
89.	Winston-Salem, N.C.	Summit Communications	44,063	(7/83)
90.	Albuquerque, N.M.	Tribune Co. Cable	44,000	
91.	Moline/Quint Cities, Ill.	Cox Cable	43,834	(12/82)
92.	Bakersfield/Kern County, Calif.	Warner Amex	43,824	(7/83)
93.	Worcester, Mass.	Greater Media	43,798	(7/83)
94.	Oklahoma City, Okla.	Cox Cable	43,793	(12/82)
95.	DeKalb County, Ga.	Cable America	44,790	
96.	Scranton, Pa.	Vertx Cable TV Corp.	43,746	(4/83)
97.	Lincoln, Neb.	MetroVision	43,398	(7/83)
98.	Fayetteville, N.C.	ATC	43,375	
99.	Spokane, Wash.	Cox Cable	43,257	(12/82)
100.	Lansing, Mich.	Continental	43,200	(3/83)

Note: Subscriber counts are as of 4/83 unless otherwise noted.
Source: ICR, Cable Information Service—a Titsch Communications division.

OCT
31
1983

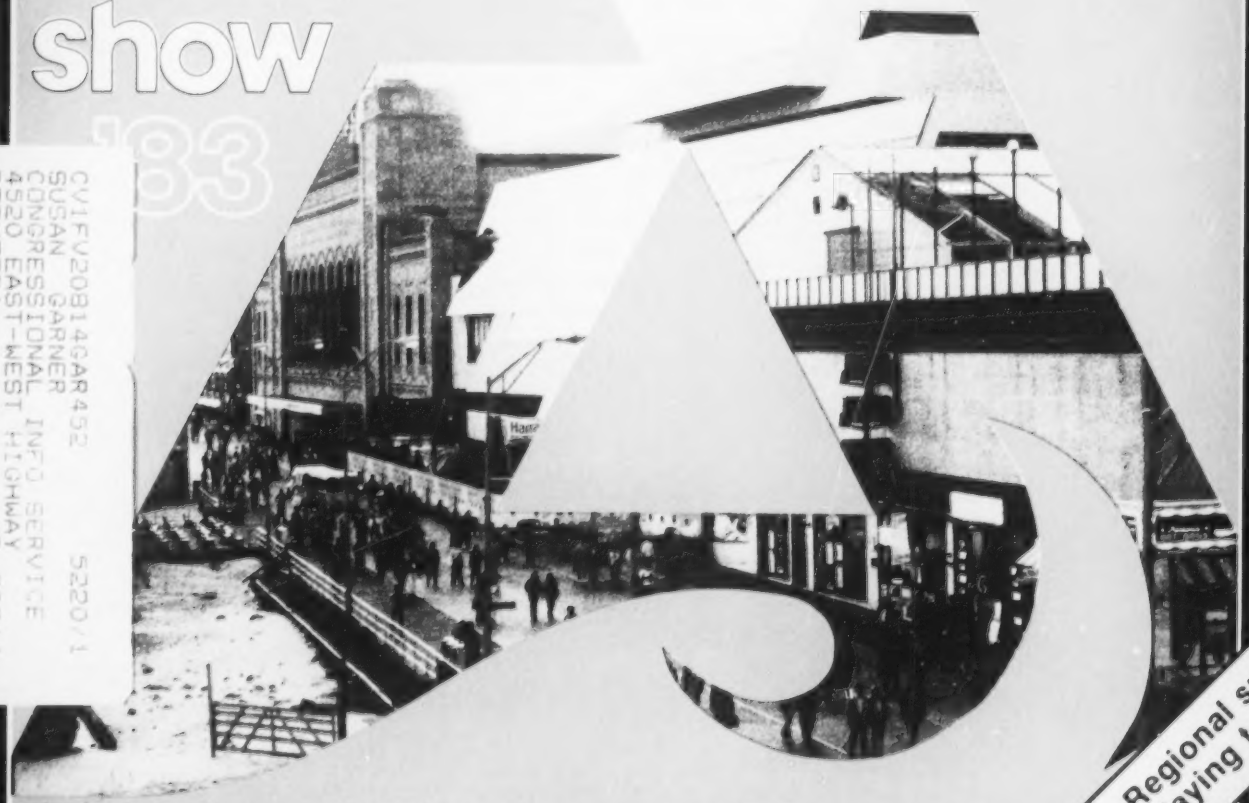
GROUP W CABLE
Westinghouse Broadcasting and Cable, Inc.

- Group W Cable cuts HQ staff from 250 to 85
- Caltec withdraws Baltimore bid in deal with Cox
- CNN services to dual-feed in SNC aftermath
- United, Tribune restructure joint ventures

CableVision

The news and features weekly of the cable television industry October 31, 1983 $3.00

atlantic cable show '83



CV1FV20B14GAR452
SUSAN GARNER 5220/1
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

McGinty bros. ride MSO wave
Learning to gamble via cable

Regional sports: playing to win

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Atlantic Show changes site

The Atlantic Show changes sites for its second go-round next week, going from three hotels to the confines of the Atlantic City Convention Hall. Convention organizers expect 2,500 people at the New Jersey gaming capital; exhibit list tops 150 companies. **Leading the week, pages 17-25.**

United and Tribune restructure

United Cable Television and Tribune Cable Communications restructure their joint ventures in Oakland County, Mich., and Montgomery County, Md., so one partner holds a majority interest in each system. The changes are subject to approval by local franchising authorities. **Leading the week, pages 17-25.**

Group W Cable cuts staff

Group W Cable slashes its New York City headquarters staff from 250 to 85. The fifth-ranked MSO maintained the cuts are part of an ongoing decentralization process and a winding down of franchising activities. **Leading the week, pages 17-25.**

SIN hosts song festival

SIN stages 12th OTI International Song Festival and telecasts the event around the world. **Page 26.**

Maturing via originals

Pay networks must revamp preconceived programming notions to take into account marketplace that expresses interest through payment of a monthly fee. **Page 29.**

Bob, Charlie and Ed McGinty.

New dawn in Atlantic City

The end of an era is marked as family cable system that operated in Atlantic City for some 35 years succumbs to an overbearing future and agrees to sell out to a MSO. **Page 37.**

Dispensing wagering wisdom

Gambling enters the cable arena with the debut of *Casino Line*, a weekly gaming instruction show. **Page 40.**

Atlantic booth guide

A listing of Atlantic Cable Show exhibitors and their respective booth numbers is presented. **Page 43.**

Regional focus

A listing of the companies headquartered in the sponsoring states of the Atlantic Show, as well as cable system statistics for the region. **Page 50.**

Group W's cable store

Group W Cable's Tallahassee, Fla., cable store serves myriad of functions in addition to distributing converter boxes. **Page 105.**

CCI making progress

With ad launch goal achieved, CCI commences agency search and announces 31 board members. **Page 105.**

Caltec bought out in Baltimore

Cox and Caltec resolve feud and settle on a buyout plan involving a $3 million price tag, which is stipulated on Cox's bid winning the City Council's approval. **Page 109.**

Quarterly reports mixed

Westinghouse realizes net income rise and sales decline; Warner posts loses while United shows strength. **Page 119.**

Fiberoptic test site

Colony's Whaling City Cable TV experiments with fiberoptics on two channels, with performance results appearing favorable. **Page 117.**

Court reviews NCAA contract

Supreme Court reviews ABC, CBS and Turner contract to determine whether the agreement involving college football broadcasting rights violates federal antitrust law. **Page 122.**

This week in *Plus*

They are games people watch—and, in some cases, will pay to watch. As more regional sports networks start up, their popularity becomes more and more clear. But, as always, what works in one area may fail in another. *Plus* looks at some of the winning combinations—some sports-only, others sports and entertainment. Each network has its own game plan for the future. In a few years, the broadcast contracts will expire and the word should be out about sports on cable. Then the mix that works best and how much of the market share cable can hope for will become clear. . . Next, *Plus* takes a look at the business of ad-supported sports networks. David O'Connell, president of Buffalo's Cable Time, says that "Cable is beginning to emerge as a worthwhile merchandising vehicle." We examine just how that merchandising is done and what the foreseeable future for these networks is. **Pages 67-90.**

Atlantic Show member states

The host states—Delaware, Maryland, New Jersey, New York and Pennsylvania—for the 1983 Atlantic Cable Show are highlighted in this special regional focus. Provided is a list of the companies headquartered in those states, as well as cable system statistics for the region.

Delaware

Cable System Survey Co. Inc.
1334 Cypress Ave.
Wilmington, Del. 19805
(302) 994-4765

Catel Expo
127 N. Broadway
Wilmington, Del. 19801
(516) 543-6189

Video Cableservices Inc.
2415 Concord Pike
Wilmington, Del. 19803
(302) 478-4887

Maryland

Arlen Communications Inc.
7315 Wisconsin Ave., #600E
Bethesda, Md. 20814
(301) 656-7940

B I Associates
5020 Nicholson Ct.
Kensington, Md. 20895
(301) 984-7790

COMSAT M&S Center
22250 Comsat Dr.
Clarksburg, MD 20871
(301) 428-4285

Cable Call Corp.
10324 S. Dolfield Rd.
Owings Mills, Md. 21117
(301) 363-3000

Commercial Credit Leasing Corp.
301 N. Charles St.
Baltimore, Md. 21202
(301) 332-3000

Communications Center of Clarksburg
2723 Green Valley Rd.
Clarksburg, Md. 20871
(301) 428-9000

Custom Antenna Service Inc.
7636 Airpark Rd.
Gaithersburg, Md. 20878
(301) 948-5931

DCA Productions-Washington, D.C.
5202 River Rd.
Besthesda, Md. 20816
(301) 654-2600

Digital Communicatlons Corp.
11717 Exploration Ln.
Germantown, Md. 20874
(301) 428-5500

Edward Wetter & Co. Inc.
1000 Chesapeake Dr.
Havre De Grace, Md. 21078
(301) 939-5555

Frederick Cablevision Inc.
244 W. Patrick St.
Frederick, Md. 21701
(301) 662-6033

G S Communicatlons
P.O. Box 398
Frederick, Md. 21701
(301) 662-6033

Cable system statistics

State	# of systems	# of communities served	Basic subs	Homes passed	Plant miles	Pay units
Delaware	7	41	115,944	186,382	2,028	51,756
Maryland	40	148	282,854	508,926	6,195	217,170
New Jersey	60	508	1,136,276	2,252,060	22,164	1,047,721
New York	181	822	1,947,652	3,488,775	30,170	1,487,219
Pennsylvania	364	1,649	1,909,594	3,207,553	34,805	831,383
Total	**652**	**3,168**	**5,392,320**	**9,643,696**	**95,362**	**3,635,249**

Source: ICR, Cable Information Service — a Titsch Communications division.

Cable services subscriber counts

Satellite-fed national services

Basic services	Affiliates	Subscribers	% change in subs from 8/30	
ACSN: The Learning Channel	461	3,600,000	NC	
ARTS (Hearst/ABC)[1]	1,936	12,300,000	+4.06	
Black Entertainment Television (BET)	246	5,370,930	+14.3	
Cable Health Network (CHN)	1,315	13,278,000	+3.03	
Cable News Network (CNN)	3,840	21,786,000	+4.14	
CNN Headline News	634	5,287,000	+11.9	
C-SPAN America's Network	1,100	14,500,000	NC	
CBN Cable Network	3,868	22,500,000	+1.33	
Country Music Television	45	1,200,000	NC	
Daytime (Hearst/ABC)	755	10,000,000	+4.50	
Entertainment and Sports Programming Network (ESPN)	6,713	24,600,000	+2.03	
Eternal Word Television Network (EWTN)	100	1,625,000	+1.81	
Financial News Network(FNN)	758	9,000,000	NC	
Modern Satellite Network (MSN)	500	8,293,020	+.87	
Music Television (MTV)	1,900	15,000,000	NC	
The Nashville Network (TNN)	1,200	9,600,000	NA	(8/30)
National Christian Network (NCN)	108	1,439,153	NC	
National Jewish Television (NJTV)	147	2,823,916	NC	
Nickelodeon	2,925	13,950,000	NC	
PTL Satellite Network	766	8,000,000	NC	
Satellite News Channel (SNC)[1]	760	7,700,000	+2.59	
Satellite Program Network (SPN)	450	8,600,000	+12.5	
SIN Television Network[2]	241	3,237,200	NC	
Trinity Broadcasting Network	272	3,216,400	NC	
USA Network	4,000	20,000,000	+5	
The Weather Channel	1,000	10,000,000	NC	
WGN	4,625	10,937,035	+1.8	
WOR	807	4,172,224	+1.67	
WTBS	5,586	27,654,000	+3.62	
Pay services				
Bravo	95	140,000	NC	
Cinemax	1,800	2,500,000	NC	
The Disney Channel	942	425,000	+29.4	
GalaVision	180	125,000	NC	
Home Box Office (HBO)	5,000	12,500,000	NC	
Home Theater Network (HTN)	385	230,000	+2.17	
The Movie Channel (TMC)	2,600	2,500,000	NC	
The Playboy Channel	290	535,000	NC	
Showtime	2,700	4,500,000	NC	
Spotlight	225	765,000	NC	
Audio services				
Cable Jazz Network[1]	NA	NA	NA	
The Jazz Network (KKGO)	13	800,000	NC	
Lifestyle	154	2,500,000	+28	
Love Sounds[1]	NA	NA	NA	
Moody Bible Institute	26	369,580	+11.9	
Nice and Easy[1]	NA	NA	NA	
Satellite Radio Network	50	400,000	NC	
SCAN	19	120,000	+10	
WFMT	166	888,052	+.11	
Text services				
AP News Cable	445	4,700,000	NA	(4/30)
Dow Jones Cable News	138	1,700,000	+4.7	
Electronic Program Guide (EPG)	119	2,194,423	+4.10	
Reuters News View	350	3,500,000	NC	

Non-satellite-fed national services

Bicycle service				
Fuji Network	4	2,740	NC	
Nippon Golden Network	3	7,000	+71.4	
PlayCable	20	NA	NC	
The Pleasure Channel	7	10,000	NC	

Regional entertainment services

Regional service				
Atlanta Interfaith	7	126,000	NC	
Atlantis Entertainment Network	5	9,800	NA	(5/83)
Bay Area Religious Channel (BARC)	34	200,000	NC	
Buffalo Sabres Hockey	11	420,000	+22.6	
Festival-The Texas Cable Network	5	524,000	NC	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	5	13,200	+20.45	
Home Sports Entertainment (Pittsburgh)	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	6	11,000	NC	
Madison Square Garden	49	1,500,000	NC	
MetroChannel	5	110,000	NA	(7/83)
Newsday Cable	9	196,000	NC	
PRISM-Philadelphia	88	355,000	+.84	
Sonics Superchannel	10	23,000	NA	(4/83)
SportsChannel (New England)	30	25,000	NC	
SportsChannel (New York)	33	300,500	NC	
SportsVision	10	13,500	+18.51	
Video Music Channel	4	110,000	NA	(7/83)
Z-Channel	17	91,324	NA	(7/30)

Announced services

Non-satellite-fed services	Expected launch
The Cable Shop	11/83
The Games Network	12/83
Regional services	
Box Seat	1/84
Capital Sports	4/84
Pro-Am Sports	4/84
Wisconsin All-Sports Network	3/84
Sports Time (Anheuser, Multimedia, TCI)	4/84
Satellite-fed services	
Aimi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems (ACTS)	3/84
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	TBA
The Channel Black	4th quarter 1983
Comedy Entertainment Network	
Telecommunications Station (CENTS)	1st quarter 1984
The Community Channel	TBA
Episcopal TV Network	TBA
Kidvid Network	3/84
M-Net	TBA
Magicable	TBA
National Jazz Network	4th quarter 1983
The Nostalgia Network (Lewmark Productions)	TBA
The Pleasure Channel	1/84
The Silent Network	1/84
Star Video Music	4th quarter 1983
Video Concert Hall	TBA
Video Music Channel	4th quarter 1983
The Work Channel (Lewmark Productions)	TBA

Note: Subscriber and affiliate counts are as of 9/30/83 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.
[1] Last appearance on chart.
[2] Total SIN reach. Total Spanish-speaking households: 27,217,700.
[3] New to chart; launched 10/83.

Source: ICR, Cable Information Service—a Titsc Communications division.

National advertising

This chart lists national advertising sales by the basic cable networks during October 1983.

ARTS
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Carson Products (R)
Citizen Watch (R)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
Halson (R)
International Business (N)
Lennex (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Phillips Petroleum (R)
Polaroid (R)
Prudential-Bache (R)
Quaker-Oats (N)
Ralston Purina (N)
Sears (N)
Universal Pictures (R)
University of Texas Press (R)
Warner Communications (Atari) (R)
Yves St Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Campbell Soup (R)
Carson Products (R)
Coca-Cola (R)
Columbia Pictures (R)
The Disney Channel (N)
Eastman Kodak (R)
Ford (R)
IBM (R)
Kraft (R)
Mobil (R)
Pepsico (R)
Pillsbury (N)
Procter & Gamble (R)
Quaker Oats (R)
Sears (R)
U.S. Marine (N)
Westinghouse (R)
Wrigley's (R)

C-SPAN
AT&T (R)
Getty Oil (R)
Merrill Lynch (R)
W.R. Grace (R)

CBN Cable Network
American Egg Board (R)
Amway (N)
Campbell Soup (R)
Clorox (R)
Eastman Kodak (R)
Greyhound-Armour (N)
Hanes (R)
K-Tel (R)
Kelloggs (R)
National Liberty Insurance (R)
Nestle (R)
Odyssey (N)
Pillsbury (R)
Quaker Oats (R)
Sears (R)
Time (R)
Tony's Pizza (R)
Warner Lambert (R)

CNN
American Home Products (R)
AT&T (R)
Campbell Soup (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
Gallery of Homes (N)
General Foods (R)

Cable stats

General Mills (R)
Gulf Oil (R)
Kal Kan (N)
Kellogg's (N)
Miles Laboratories (R)
Nomura Securities (Tokyo Business Report (N)
Procter & Gamble (R)
Qantas Airlines (R)
Quaker Oats (R)
Radio Shack (R)
Ralston Purina (R)
Sears (R)
Teledyne Water Pik (N)
Time (R)
U.S. Army (R)
Union Carbide (R)
Wrigley's (R)

CNN Headline News*
American Gas Association (R)
Black & Decker (R)
Campbell Soup (R)
Clorox (R)
Coca-Cola (R)
Dow Jones (R)
Ford (R)
Gallery of Homes (N)
General Mills (R)
Gulf Oil (R)
John Hancock (R)
Kellogg's (R)
Phillips Petroleum (R)
Procter & Gamble (R)
Quaker Oats (R)
Remington (R)
Smithsonian (R)
Sporting News (R)
Time (R)
Union Carbide (R)
Urban General (R)
Wausau Insurance (R)
Winn Dixie (R)
Wrigley's (R)

Country Music Television
Anheuser-Busch (R)
FTD (N)
General Mills (Red Lobster) (R)

Daytime
Ace Hardware (R)
Allied Corp. (R)
American Cyanamid (R)
American Egg Board (R)
American Home Products (R)
American Thread Co. (R)
Anchor Hocking (R)
Bandai America (R)
Boehringer/Ingilheim (R)
Brown Shoe (R)
C.M. Offray & Son (R)
Campbell Soup (R)
Cheeseborough Ponds (R)
Cumberland Packing (N)
Del Monte (R)
Department of Citrus (N)
The Disney Channel (N)
DMC (R)
Dow Chemical (R)
Eastman Kodak (R)
Ethan Allen (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
Hanes (N)
J.C. Penney (R)
Kikkoman (R)
Kimberly Clark (R)
Kraft (R)
Leggs (R)
Levelor (R)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
Nabisco (N)
North American Phillips (R)
Northern Laboratories (R)
Nyiint (R)
Pocket Books (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Saks Fifth Avenue (R)
Searle (R)
Revlon (R)
Scott Paper (R)
Searle (N)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (R)
Universal Foods (N)
Universal Pictures (R)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (R)

Dow Jones Cable News
Charles Schwab (R)
Dow Jones (R)
Hilton Hotels (R)
Waldorf-Astoria (R)

ESPN
American Cyanamid (R)
American Express (R)
American Home Products (R)
Athlete's Foot (N)
Block Drug (R)
Dow Jones (R)
Epsom Computers (N)
Johnson & Johnson (R)
Klass Video (N)*
Radio Shack (R)
Sears (R)
Soloflex (R)
State Farm Insurance (R)
Trustworthy Hardware (R)
U.S. Postal Service (R)
U.S. Tobacco (R)

Financial News Network
American Airlines (R)
American Monetary Association (R)
Andrew Peck (R)
Argentex (R)
British Airways (R)
Business Week (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab (R)
Clayton Brokerage (R)
Colonial Penn Life Insurance (R)
Dean Witter (R)
Discount Plus Commodities (R)
Dow Jones (R)
Eastern Airlines (R)
The Finer Edge (R)
First Futures (N)
Fisher Stereo (R)
G.E. Credit Corp. (R)
Guardian Precious Metals (R)
General Motors (R)
Hawaiian American Cruises (R)
JINC Magazine (R)
International Trading Group (R)
Investment Metals International (R)
Kiplinger (R)
Lind-Waldock Commodities (R)
Mabon Nugent (R)
Marsten System (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Bank of Poland (N)*
National Geographic (R)
Newsweek (R)
North American Systems (R)
OTC Review (R)
Paulson Investment (R)
Premeco (R)
Prudential-Bache (R)
Quasar (N)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Rouse, Woodstock (R)
Sears (R)
Sharper Image (R)
Silver Reed of America (R)
Smythe Wheatly (R)
Standard and Poor's (R)
Tandy Corp. (R)
Toyota (R)
Value-Line (R)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)
Zond Systems (N)

MSN
Akita (R)
Schering-Plough (R)

The Nashville Network*
Acme Boots (R)
Beaird-Poulan (R)
CBS Records (R)
Champion Spark Plugs (R)
Columbia Pictures (R)
Eastman Kodak (R)
Flying Tigers (R)
Ford (R)
General Motors (R)
Gusto Records (R)
Haggar (R)
Kraft (R)
Lantiard Tobacco (R)
Martha White (R)
Members Only (R)
National Life & Accident Insurance (R)
Playboy (R)
Philip Morris (R)
R.J. Reynolds (R)
Ralston Purina (R)
Stroh Brewery (R)
Suffolk Marketing (R)
Time (R)
Universal Pictures (R)
Warner Lambert (R)

National Jewish Television
Coleco (R)
Crazy Eddie (R)
El Al (R)
ENIGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Amaretto Di Saronno (R)
Anheuser-Busch (R)
Campbells (R)
Coca-Cola (R)
Colgate-Palmolive (R)
Ford (N)
Procter & Gamble (R)
Sears (R)
Warner Brothers (N)

SPN
Architectural Digest (R)
Century 21 (R)
Dow Chemical (R)
North American Systems (R)
Pfaff Sewing Machines (R)
Qantas Airlines (R)
Rubbermaid (R)
Searle (R)

USA
Ace Hardware (R)
American Motors (R)
Anco (R)
Beaird-Poulan (R)
Champion Spark Plugs (R)
Haggar (R)
J.C. Penney (N)
Kellogg's (N)
Lennox (R)
Lipton (R)
Philips Petroleum (R)
Pillsbury (R)
Procter & Gamble (R)
Prudential-Bache (R)
Quaker Oats (R)
Ralston Purina (R)
Searle (N)
Scott Paper (R)
3-M (R)
United Airlines (R)
United Technologies/Carrier (N)

The Weather Channel
American Motors (R)
American Gas Association (R)
ANCO (R)
Beaird-Poulan (R)
Champion Spark Plugs (R)
Eastman Kodak (R)
Lennox (R)
Philip's Petroleum (R)
Prudential-Bache (R)
Scott Paper (R)
Union Carbide (R)
United Airlines (R)

WTBS
Campbell Soup (R)
CBS Records (R)
Chevrolet (R)
Coca-Cola (R)
Digital Computer (N)
General Foods (R)
Greyhound (R)
Johnson & Johnson (R)
Kraft (R)
Matchavelli (N)
Pillsbury (R)
Procter & Gamble (R)
Quaker Oats (R)
Sega (N)
Spearhead Marketing (R)
Time (R)
Warner Communications (R)

* New to network advertising
R denotes renewal client
N denotes new client
Total advertising clients for October: 40 clients; 70 clients; 40 clients; 115 clients.

Cable barometer

Television households (TVHH) 83,300,000
Homes passed by cable (HP) . 52,333,336
Percent of TVHH passed by cable 62.7%
Basic cable subscribers . 29,060,756
Percent of TVHH with basic cable 34.5%
Pay cable subs 17,308,666
Percent of TVHH with pay cable 20.5%
Percent of HP with pay cable 33.1%
Percent of basic subs with pay cable .. 59.6%

Figures are as of Aug. 31, 1983.
The percent of TVHH with basic cable as of 5/31/83 should have read 34.4%.